

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Tuesday, May 15, 2012

MINUTES

Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield

Staff: Gubler, Shahenian

Guests: Oscar Arslanian, Discover Hollywood Magazine; Sharyn Romano, HBT/LA; Steve Woodson, Waxy Company

I) Call to Order

Zarrinnam called the meeting to order at 3:10 p.m. The group members made self-introductions.

II) Public Comments

Zarrinnam called for public comments. There were none.

III) Approval of Minutes

Motion by Carlson, seconded by Massachi to approve the April 9, 2012 Board of Governors Meeting Minutes.

Motion carried.

IV) Discover Hollywood Magazine Presentation – Oscar Arslanian

Oscar Arslanian discussed Discover Hollywood, a quarterly magazine with a 370,000 readership, which provides visitors and residents information about the culture and lore of Hollywood.

Arslanian presented a proposal by the magazine to create visibility and business for property owners and operators within the BID, by dedicating a full page co-op ad to the EHBID in the Fall (September 7th) and Winter (December 1st) editions of Discover Hollywood. Discover Hollywood would offer BID members discounted ads ranging from 1/12 page (\$420); 1/6 page (\$840); ¼ page (\$1265); ½ page (\$2530). Additionally the BID would receive editorial support and a section of the Discover Hollywood website with links to businesses within the BID. The site would also have a special East Hollywood dining and shopping listing.

Shahenian to provide a letter of support on behalf of the BID that will encourage participation from business within the District.

V) Big Belly Solar Compactors

Steve Woodson of the Waxy Company presented a proposal to sell the BID “Big Belly Solar Compactors” in order to facilitate and enhance trash disposal within the BID.

Carlson noted that LACC had replaced the college’s trash bins with Big Belly compactors and has been very pleased with the results. He commented that Santa Clara had recently been given a grant through Caltrans to purchase 50 solar compactors.

The Board discussed the costs associated with current trash removal in the BID, noting that the compactors cost approximately \$4000 per unit.

Carlson will forward e-mail regarding Santa Clarita grant to Shahenian for further research into potential funding sources for BID purchase of the compactors.

VI) Transfer of Banking Institutions

Shahenian noted that the current Bank for the BID, Comerica, will begin instating a monthly service fee on the BID account. She noted that Comerica is not located within the BID boundaries at that this might be a good time to look into alternate banks within the District.

Motion by Massachi, seconded by Shield to work with Edie Reuveni, BID Treasurer, in choosing a BID-based bank.

Motion carried.

VII) Wildan Proposal for Administrative Levy Services

Shahenian discussed a proposal submitted by Wildan Financial Services to provide the BID’s annual Levy administration services. The annual fee would be \$2000.

Motion by Massachi, seconded by Koretz to approve the Wildan Financial Services proposal to conduct the BID’s annual Levy services.

Motion carried.

VIII) Board Authorization of Assessment Increase

Shahenian noted that per the BID’s contract, the Board is allowed the option to annually increase property assessments up to 3% CPI.

Motion by Massachi, seconded by Koretz to approve the allowable 3% CPI assessment increase on parcels within the BID beginning in 2013.

Motion carried.

IX) Los Feliz BID/ Vermont Triangle Maintenance Discussion

Koretz noted that the BID's Vermont Triangle Subcommittee met with HBT to discuss costs associated with potential cleaning and maintenance services for the Vermont Triangle. She noted that maintenance of the Triangle would cost approximately \$14,000 per year. The Los Feliz BID will be discussing clean-up of the Triangle at their June meeting. Koretz will try to attend. The Board discussed the feasibility of securing corporate sponsorship of the Triangle's maintenance.

X) Cleaning Contract Update

Romano provided the Board with an update of cleaning services in the BID for the month of April. She noted that 2361 trash bags had been pulled during the month along with pressure washing of the Vermont Ave. corridor.

Romano discussed costs associated with continuing the second phase of tree planting along Vermont Ave. between Santa Monica and Melrose.

Motion by Massachi, seconded by Reuveni to allocate up to \$20,000 for the planting and maintenance of trees along Vermont Ave. between Santa Monica and Melrose.

Motion Carried.

XI) Reports from Public Agencies

No public agencies were in attendance

XII) Next Meeting

The next meeting was set for Wednesday, June 13th, at 3 p.m at the Church of Scientology.

There being no further business, the meeting was adjourned at 4:26 pm.

Respectfully Submitted,

Nicole Shahanian
Executive Director